



ADVANCING  
PUBLIC  
TRANSPORT

messe  
— **karlsruhe**

3-5 MARCH 2020  
KARLSRUHE TRADE FAIR CENTRE | GERMANY

# TAXI & RIDE-HAILING CONFERENCE & EXHIBITION

Smart Personal Rides





# ABOUT THE EVENT

The **International Taxi & Ride-hailing Conference & Exhibition**, in conjunction with IT-TRANS 2020, is the **only event in the world** which represents both the taxi and ride-hailing sectors. You will gain **in-depth knowledge** and learn about **smart solutions** from leading experts from across the world.

Meet taxi professionals from across the globe and build long-term professional relationships with decision-makers from transport authorities, the taxi industry and new mobility players.

Explore **planning requirements** and learn about **essential decisions** to be taken by taxi regulators and operators. You will also learn from your global peers about the need for innovation in challenging environments.

Taxi and private-hire services which are becoming an integral part of the urban mobility offerings,

and play an important role of first/last mile connectivity and point-to-point service.

**PLUS** Your conference ticket includes access to the IT-TRANS Exhibition featuring an area dedicated to Taxis and Ride-hailing. Visit over **270 exhibitors** from **more than 30 countries** showcasing their latest innovations for the public transport sector. You will discover electric vehicles, dispatching software, how to use data to understand your customers and much more.

## Key topics areas:

You will explore the following major trends and developments from an international perspective:



### FUTURE OF TAXI TRANSPORTATION

Find out the expected changes in the transport markets towards 2030 and how they will affect the taxi and ride-hailing industry



### EVERYDAY OPERATIONS

**Get real-life examples** of operational excellence, driver management, fleet management and new business models



### NEW TECHNOLOGY INNOVATIONS

New mobility innovations such as **MaaS**, **autonomous vehicles**, **urban air-taxis** providing an opportunity for the taxi industry to integrate with urban transport



### CUSTOMER LOYALTY AND RETENTION

Learn from global peers about innovative solutions such as customer rewards or loyalty programmes to achieve customer excellence



### DATA ANALYSIS AND DESPATCHING

Explore the opportunities to introduce **Internet of Things**, **Artificial Intelligence** and **Big Data** tools to improve taxi operations and efficiency



### REGULATION OF TAXIS AND PRIVATE-HIRE VEHICLES

Understand the dilemma for urban transport authorities in regards to control permit, fare, driver or quality management and KPIs



### ELECTRIC AND CLEAN FUEL VEHICLES

Discover global case studies which are planning the transition towards green and inclusive taxi and private-hire services



# Programme at a glance

**TUESDAY 3 MARCH 2020**

**EXHIBITION OPENS**



12:30 - 13:30: Lunch

13:30 - 16:30

**EXHIBITION GUIDED TOUR**

Exhibition Halls A & B

Exclusively for Conference delegates

**STAY TUNED!**

Visit [www.uitp.org/events](http://www.uitp.org/events)  
for the latest information.

**WEDNESDAY 4 MARCH 2020**

9:00 - 10:30

**OFFICIAL OPENING &  
PANEL DISCUSSION**

The Future of Taxi Transportation

10:30 - 11:00: Coffee Break

11:00 - 12:30

**Achieving Operational Excellence -  
Global Best Practices**

12:30 - 14:00: Lunch

14:00 - 15:30

**Adoption of Cleaner and Innovative  
Vehicle Design**

15:30 - 16:00: Coffee Break

16:00 - 17:00

**PANEL DISCUSSION**

Regulation of Taxis and  
Private-hire Vehicles -

Finding the Right Balance

**THURSDAY 5 MARCH 2020**

9:00 - 10:30

**New Mobility Innovation -  
Digital Disruption in Personal  
Mobility**

10:30 - 11:00: Coffee Break

11:00 - 12:00

**Taxis and Sharing Economy -  
Accepting the New Reality**

12:00 - 12:30

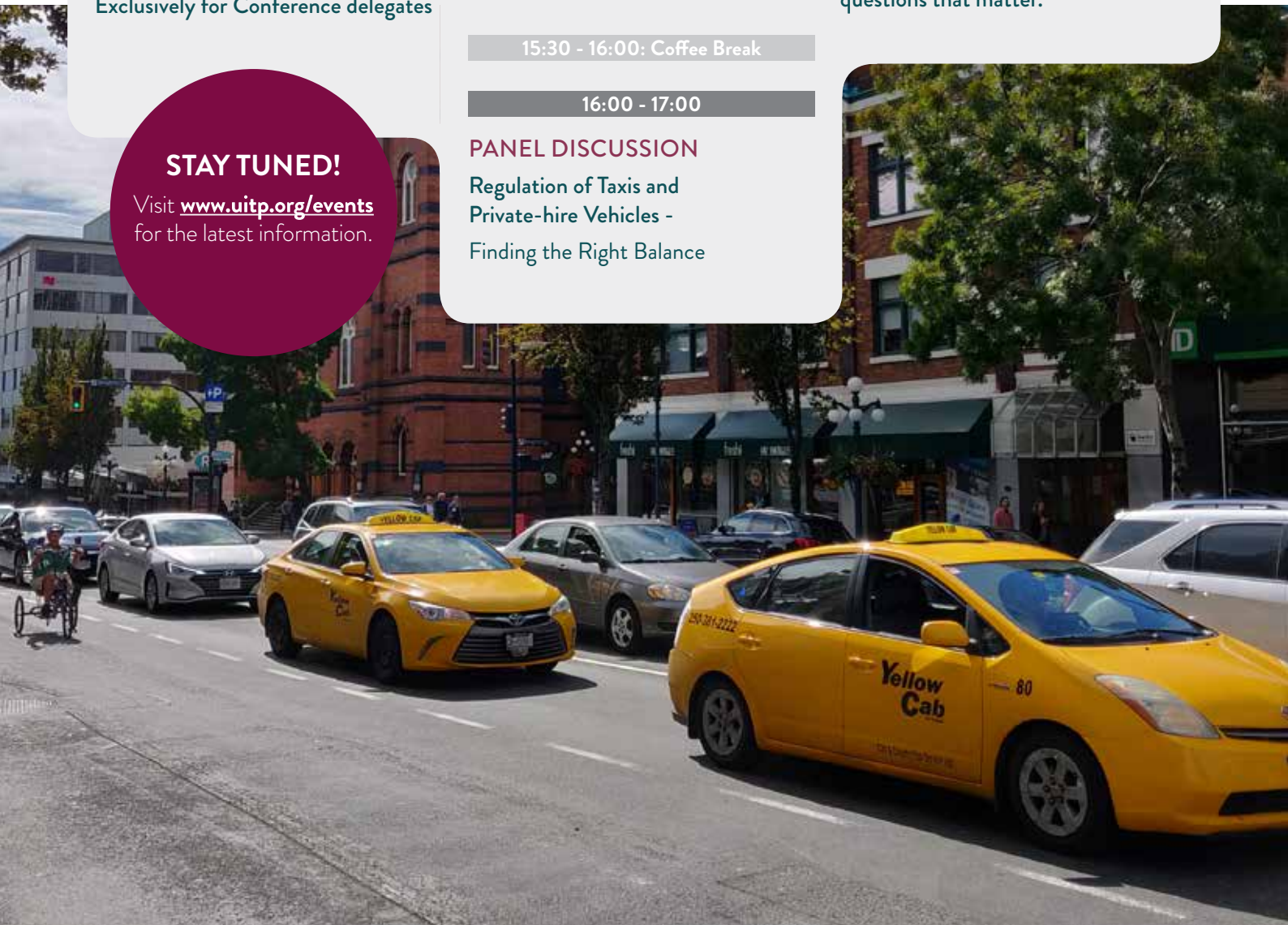
**CLOSING CEREMONY**

12:30 - 13:30: Lunch

**FRIDAY 6 MARCH 2020**

**TECHNICAL VISITS**

See innovation in action and ask the  
questions that matter.



# Conference Programme

WEDNESDAY 4 MARCH 2020

## 9:30 - 10:30 PANEL DISCUSSION - The Future of Taxi Transportation

The taxi industry has gone through a major transformation in the last decade. We are now witnessing new players entering the market and changing the rules of business.

The future will bring sustainable and innovative transportation where both taxi and ride-hailing businesses can play a key role in mobility ecosystem.

As the use of technology increases, new partnerships are on the horizon. We'll discuss the expected changes ahead in the transport market between now and 2030. Learn how they will affect your business.

## 11:00 - 12:30 Achieving Operational Excellence - Global Best Practices

Taxi and ride-hailing players around the world are investing in new technologies and behavioural training to improve operational efficiency and profitability.

Technological innovations are making it vital for all companies to reinvent themselves. You'll see real-life examples of business transformation, technology adoption, driver management and new business models.

## 14:00 - 15:30 Adoption of Cleaner and Innovative Vehicle Design

Both the taxi and ride-hailing industry are aiming to adopt latest innovations by introducing cleaner and accessible vehicles.

Many cities around the globe are promoting zero-emission vehicles including: London, Shenzhen, Thimphu and Panama.

New vehicle designs are pushing towards sharing and autonomy. In this session learn about global case studies which are driving towards green and inclusive taxi and private-hire services.

## 16:00 - 17:00 Regulation of Taxis and Private-hire Vehicles - Finding the Right Balance

Regulators around the world are facing the challenge to keep up with new innovation and technology.

The regulatory response so far has varied greatly, from outright prohibition and trying to enforce existing taxi and limousine regulations, to attempting welcome and facilitate the entry of new services.

This session will share with you the dilemma for regulators in regards to control permits, fares, driver management, service quality and key performance indicators.

THURSDAY 5 MARCH 2020

## 9:00 - 10:30 New Mobility Innovations - Digital Disruption in Personal Mobility

Personal mobility is facing three major innovations that have disruptive potential: electrification, shared mobility and automation.

On-demand and shared mobility has played a key role to shape up the ride-hailing industry. Operators are dependent on new tools to increase their efficiency. During this session you will understand the use cases of artificial intelligence, big data, customer loyalty and machine learning for the taxi and ride-hailing industry.

## 11:00 - 12:00 Taxis and the Sharing Economy - Accepting the New Reality

New mobility innovations such as Mobility as a Service (MaaS), autonomous vehicles, carpooling are providing an opportunity for the taxi industry to integrate with urban transport.

Taxi and ride-hailing industry are integral part of the mobility offering and provide critical first & last mile connectivity. Take the opportunity to learn from experts around the world about new tools being used to bring together these mobility offerings.



## UPGRADE

Get more from your visit!  
Buy tickets to the IT-TRANS  
Networking Events

### IT FAMILY DINNER

Wednesday, 3 March 2020 - 7pm  
ZKM - Center for Art and Media  
Lorenzstrasse 19, 76135 Karlsruhe

PRICE: €95 VAT included \*

Enjoy our prestigious conference dinner and mingle with the IT-TRANS community of delegates, trade press journalists, and many others.

### KARLSRUHE NETWORKING NIGHT

Tuesday, 4 March 2020, 7pm  
Gartenhalle - Karlsruhe Convention Center  
Festplatz 9, 76137 Karlsruhe

PRICE: €49 VAT included \*

Enjoy a wild party with live music, dancing and great food and drinks. The Karlsruhe Networking Night is THE get-together for delegates, exhibitors, representatives of trade associations, trade press journalists, and others! Party into the wee hours!

\*The social events are not included in the basic price of the event

# Just some of our invited speakers

Here's just a few speakers who will take centre stage at the Conference.

And more to be announced!

Stay tuned and visit [www.uitp.org/events](http://www.uitp.org/events) for the latest information.



**Megan Bourke O'NEIL**  
Deputy Secretary for Policy and Innovation  
**Department of Transport Victoria**  
Melbourne, Australia



**Joe MA**  
Deputy General Manager  
**Pengcheng Electric Taxi Company**  
(Shenzen Bus Group)  
Shenzhen, China



**Teresa CARRILLO PALACIN**  
General Manager  
**Institut Metropolità del Taxi**  
Barcelona, Spain



**Neeraj Vishnukumar GUPTA**  
Managing Director  
**Meru Cabs**  
Mumbai, India



**Alireza GHANADAN**  
CEO  
**Tehran Taxi Organization**  
Tehran, Iran



**Herwig KOLLAR**  
Head of Legal Department  
**Taxi Deutschland**  
Frankfurt, Germany



**Marie-France LAURIN**  
Chief Development Officer  
**Netlift**  
Montreal, Canada



**Paul SOEGIANTO**  
Chief Strategy Officer  
**PT Blue Bird Tbk**  
Jakarta, Indonesia



**Dr. Yousif Mohammad AL ALI**  
CEO  
**Dubai Taxi Corporation**  
Dubai, UAE



**Eckart DIEPENHORST**  
CEO  
**Free Now**  
Hamburg, Germany



**Aram SARGSYAN**  
Global Strategy Director  
**Yandex.Taxi**  
Moscow, Russia



**Luc TEXIER**  
Head of Sales Europe  
**Bestmile**  
Lausanne, Switzerland



**Laurin SEPOETRO**  
Manager Public Policy  
**Uber**  
Berlin, Germany



**Eva FRAEDRICH**  
Senior Researcher Mobility  
**MOIA GmbH**  
Berlin, Germany



**Victoria MARKEWITZ**  
Business Development Principal  
**Via Transportation**  
Berlin, Germany



## Become a Sponsor

Take this opportunity to obtain international visibility for your company and gain access to a targeted audience whilst supporting the Taxi and Ride-hailing Conference and Exhibition.

The entire range of our services will be tailored to your requirements, following an individual discussion of your needs. Contact [jochen.georg@messe-karlsruhe.de](mailto:jochen.georg@messe-karlsruhe.de)

# Exhibition

**Showcase** your latest innovations and solutions within the taxi and ride-hailing exhibition sector.



Intelligent Urban Transport Systems

The Taxi and Ride-hailing Conference and Exhibition will take place in parallel with IT-TRANS, the leading Conference and Exhibition focused on digitalisation of the public transport sector.



## > STAY ON TRACK WITH THE INDUSTRY!

As an exhibitor you will benefit from the high number of specialist visitors of IT-TRANS.

## > MEET YOUR CLIENTS

- > Senior management of public and private transport operators
- > Chief information officers, chief digital officers, chief innovation officers
- > Taxi companies and new mobility actors
- > Technical directors and operations managers
- > Technical and project management staff
- > Local, regional and international authorities
- > Key players in interoperability and standards
- > IT experts, engineers and developers
- > Manufacturers of vehicles and systems
- > Senior management of trade associations
- > Research and development specialists
- > International delegations from cities and regions introducing digital solutions including ride-hailing options in their public transport systems



## BOOK YOUR STAND

For more information on how to book your space, contact the exhibition team

[markus.kocea@messe-karlsruhe.de](mailto:markus.kocea@messe-karlsruhe.de)

REGISTER ONLINE AT [WWW.UITP.ORG/EVENTS](http://WWW.UITP.ORG/EVENTS)

## Practical Information

### WHAT'S INCLUDED IN YOUR REGISTRATION?

- ✓ Latest updates for the taxi and ride-hailing sector
- ✓ 3 day Exhibition access, including the IT-TRANS Exhibition
- ✓ Exhibition Guided Tour
- ✓ Technical Visits

UITP Member	€400
Non- Member	€600

Rates exclude 19% German VAT.

## CONTACT US

### General Information

[ann.delmiche@uitp.org](mailto:ann.delmiche@uitp.org)

### Exhibition

[markus.kocea@messe-karlsruhe.de](mailto:markus.kocea@messe-karlsruhe.de)

### Sponsorship

[jochen.georg@messe-karlsruhe.de](mailto:jochen.georg@messe-karlsruhe.de)

## > VENUE





Being a hub for the European railway system, Karlsruhe is a vibrant dynamic city which benefits from one of the best-connected public transport systems in Europe with its renowned tram-train system.

### Karlsruhe Trade Fair Centre

Messeallee 1 | 76287 Rheinstetten | Germany

## EASY TO REACH

 Karlsruhe has **high-speed rail links** with Strasbourg, Stuttgart, Berlin, Hamburg, Basel, Paris, Munich, Luxembourg and Brussels.

 **Frankfurt International Airport** is just one hour away by train from Karlsruhe.

## > ORGANISERS



The International Association of Public Transport is a passionate champion of sustainable urban mobility and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes.

We have more than 1,700 member companies coming from 100 countries. Our members are public transport authorities and operators, policy decision-makers, research institutes and the public transport supply and service industry.

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Messe Karlsruhe not only has in-depth expertise in organizing exhibitions, conferences, conventions or symposia. It is also profoundly rooted within Europe's public transport community as well as Germany's circle of excellence of business, commerce, science and politics.

### Partners



### Media Partner

